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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91203730
Party	Plaintiff Zillow, Inc.
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Date	04/10/2013
Attachments	Notice of Reliance Zillow.pdf ( 4 pages )(16405 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

ZILLOW, INC.,

Opposer,

v.

SUPER T FINANCIAL INC. DBA  
LOANZILLA,

Applicant.

Opposition No. 91203730

Zillow's Notice Of Reliance and Stipulated  
Evidence

Application Serial No.: 85/316,446

Filing Date: May 19, 2010

International Class: 36

Opposer Zillow, Inc. hereby submits the following documents via Notice of Reliance. The parties have stipulated that any public-facing documents exchanged during the proceeding, including during discovery, are authentic and admissible in this proceeding, and may be submitted during the parties' trial periods via Notice of Reliance alone.

Item	Bates range (if applicable)	Description / Statement of Relevance
LoanZilla.com web page	ZILL000001	Use of LoanZilla mark
Zillow.com web pages (current)	ZILL000002 - ZILL000055	Examples of near-current use of ZILLOW mark; scope of protection for ZILLOW mark
Zillow.com web pages (historical)	ZILL000055 – ZILL000099	Examples of older use of ZILLOW or ZILLOW.COM marks; scope of protection for ZILLOW mark
Zillow – awards	ZILL000100 – ZILL000107	Awards won by Zillow; strength of ZILLOW mark
Zillow – media list	ZILL000108 – ZILL000164	Summary of media coverage of Zillow; strength of ZILLOW mark
Zillow – coverage related to	ZILL000165-	Coverage of use of ZILLOW / ZILLOW.COM marks,

mortgage services	ZILL000224	including in mortgage field
Zillow – information about Zillow, its advertising, and its mortgage-related services	ZILL000224 - ZILL000381	Scope of protection for ZILLOW mark
Zillow 2011 annual report	ZILL000382-ZILL000549	Scope of protection for ZILLOW mark; strength of ZILLOW mark; sales and advertising information
Zillow mortgage-related press releases	ZILL000550-ZILL000552	Scope of protection for ZILLOW mark
Zillow mortgage-related services	ZILL000553-ZILL000564	Scope of protection for ZILLOW mark; priority
Zillow 2012 annual report	ZILL000401-ZILL000524 (mis-numbered)	Scope of protection for ZILLOW mark; strength of ZILLOW mark; sales and advertising information
“Zillow is branching out into mortgages,” Chicago Tribune, May 18, 2009 (2 pages)	n/a	Coverage of use of ZILLOW / ZILLOW.COM marks in mortgage field
“A One-Stop (Online) Shop,” New York Times, April 13, 2008	n/a	Coverage of use of ZILLOW / ZILLOW.COM marks in mortgage field
“Zillow to rate lenders,” Grand Rapids Press, April 7, 2013	n/a	Coverage of use of ZILLOW / ZILLOW.COM marks in mortgage field
“Real estate site adds loan marketplace,” Chicago Tribune, April 3, 2008	n/a	Coverage of use of ZILLOW / ZILLOW.COM marks in mortgage field
Zillow launches loan marketplace, Los Angeles Times, April 3, 2008	n/a	Coverage of use of ZILLOW / ZILLOW.COM marks in mortgage field
Current electronic status and title for ZILLOW and ZILLOW.COM registrations, Reg. Nos. 3175031, 3493872, 3437690, 3437691, 3565882, 3150074, 3332886,	n/a	Trademark registrations for ZILLOW / ZILLOW.COM marks

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Washington Licensing Service query – LoanZilla	n/a	Examples of use or licensing documents related to LoanZilla
LoanZilla’s use evidence	SuperT-000018-23	Examples of use or licensing documents related to LoanZilla
Zillow’s First Set of Interrogatories and LoanZilla’s Responses and Supplemental Responses thereto	n/a	Use or licensing related to LoanZilla mark; knowledge of ZILLOW / ZILLOW.COM marks
LoanZilla’s First Set of Interrogatories and Zillow’s Responses	n/a	Use, scope of protection for, renown of ZILLOW / ZILLOW.COM marks

Due to the size of the attachments, these documents are being filed with the Trademark Trial and Appeal Board via first class mail.

Submitted: April 10, 2013

**CERTIFICATE OF SERVICE**

I hereby certify that this ZILLOW'S NOTICE OF RELIANCE AND STIPULATED EVIDENCE is served solely via e-mail, as agreed between by the parties, to counsel for Applicant: [john@janewaypatentlaw.com](mailto:john@janewaypatentlaw.com) and [ashley@emberip.com](mailto:ashley@emberip.com). The cover sheet is submitted via ESTTA, but the cover sheet and bulky documents are submitted to the Trademark Trial and Appeal Board via first class mail:

Trademark Trial and Appeal Board  
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Signature: /Matt Schneller/  
Date: April 10, 2013

Respectfully submitted,

**BRACEWELL & GIULIANI LLP**

Signed: /Matt Schneller/

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